

Anatomy & Asset Checklist

Reference this guide for detailed descriptions and specifications for each campaign asset.

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9:41 AM

100%

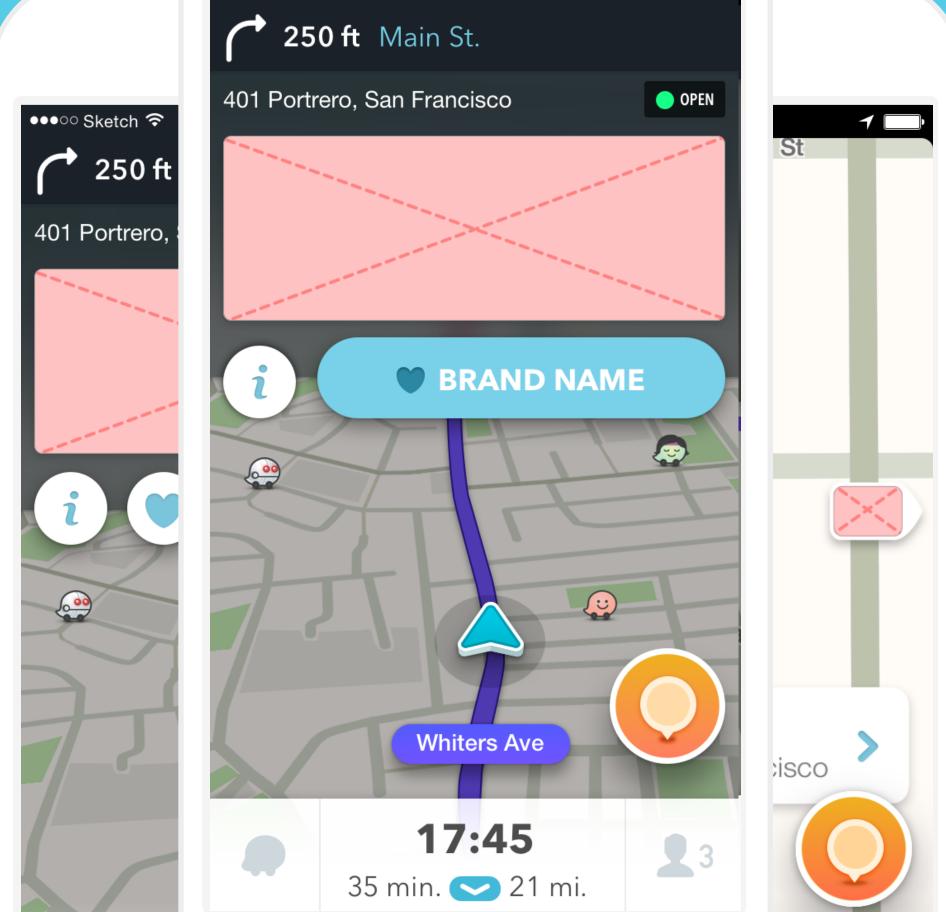


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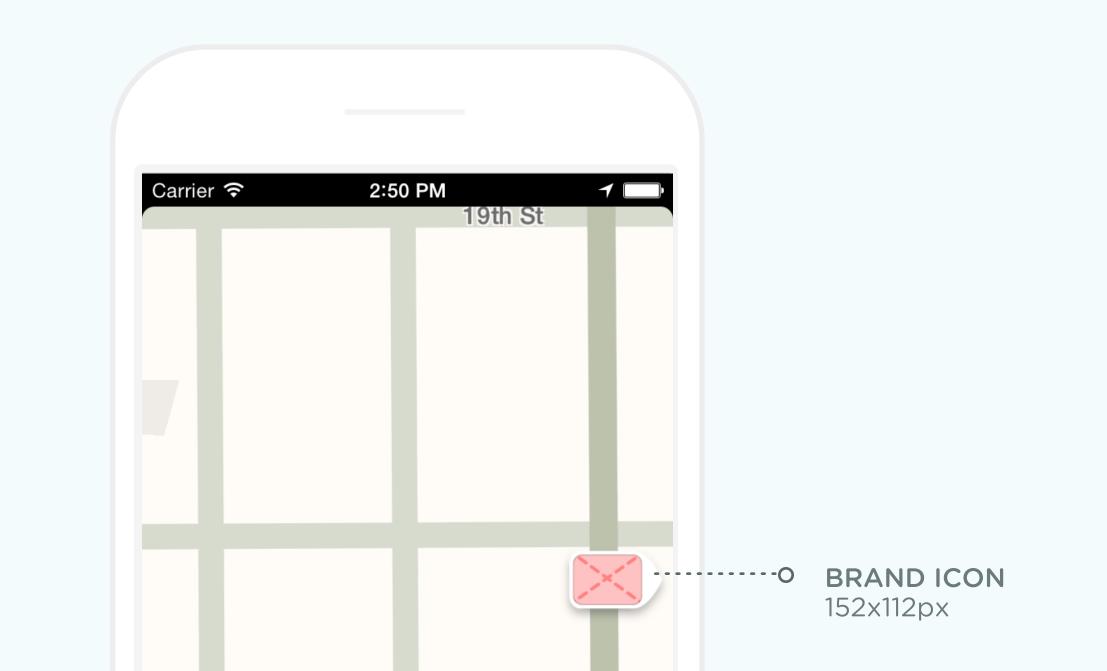
ASSET DELIVERABLES

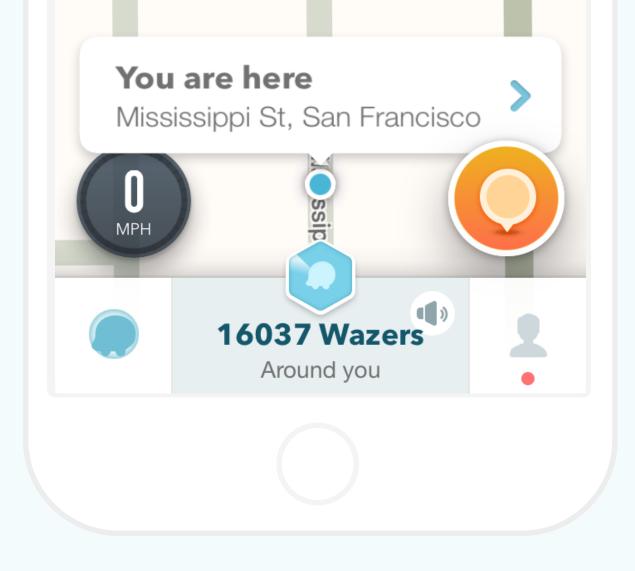
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Nearby Arrow

The arrow appears at the beginning of a session and indicates your location is nearby.



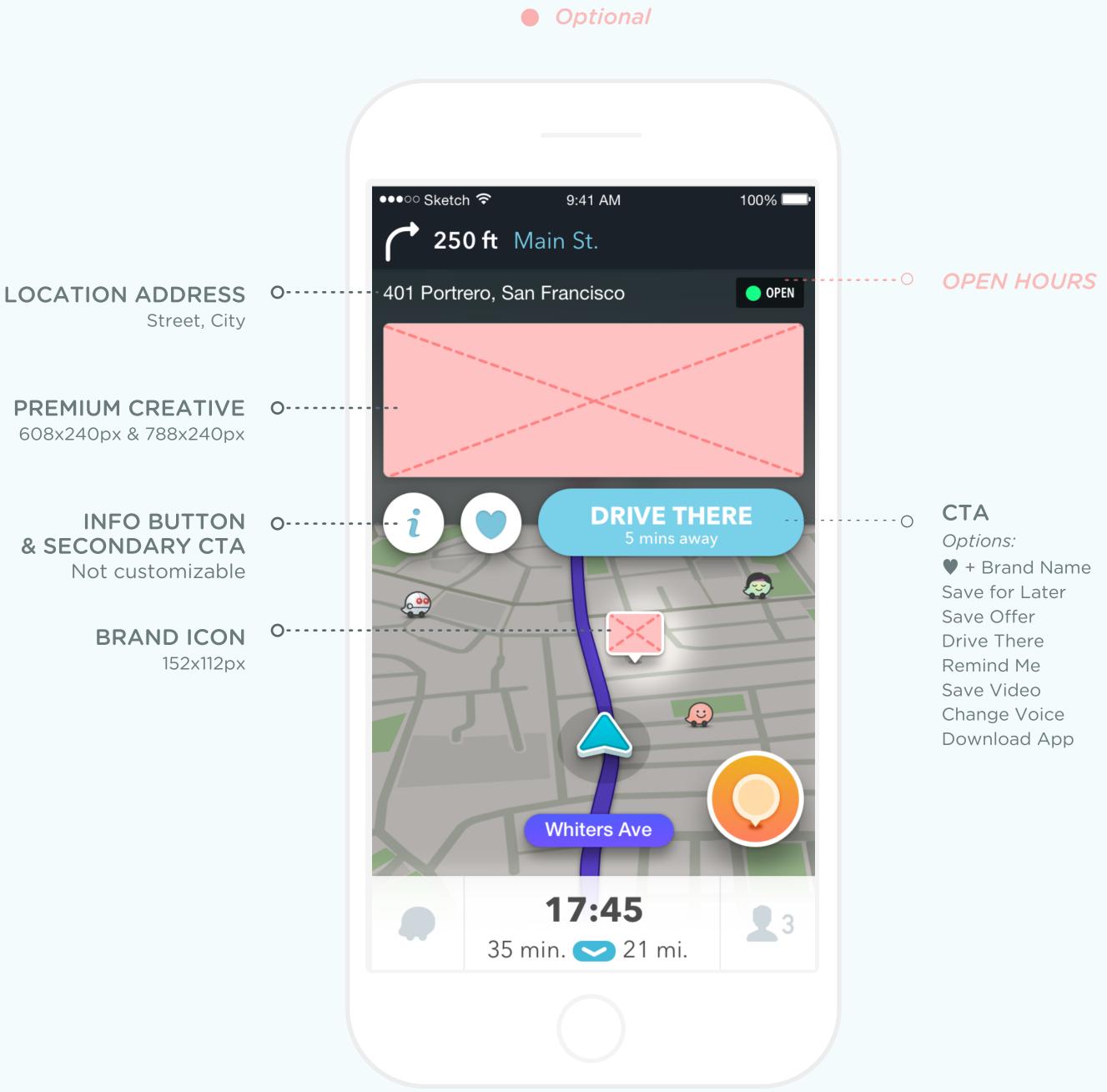




Branded Pin

The pin marks your location on the map.

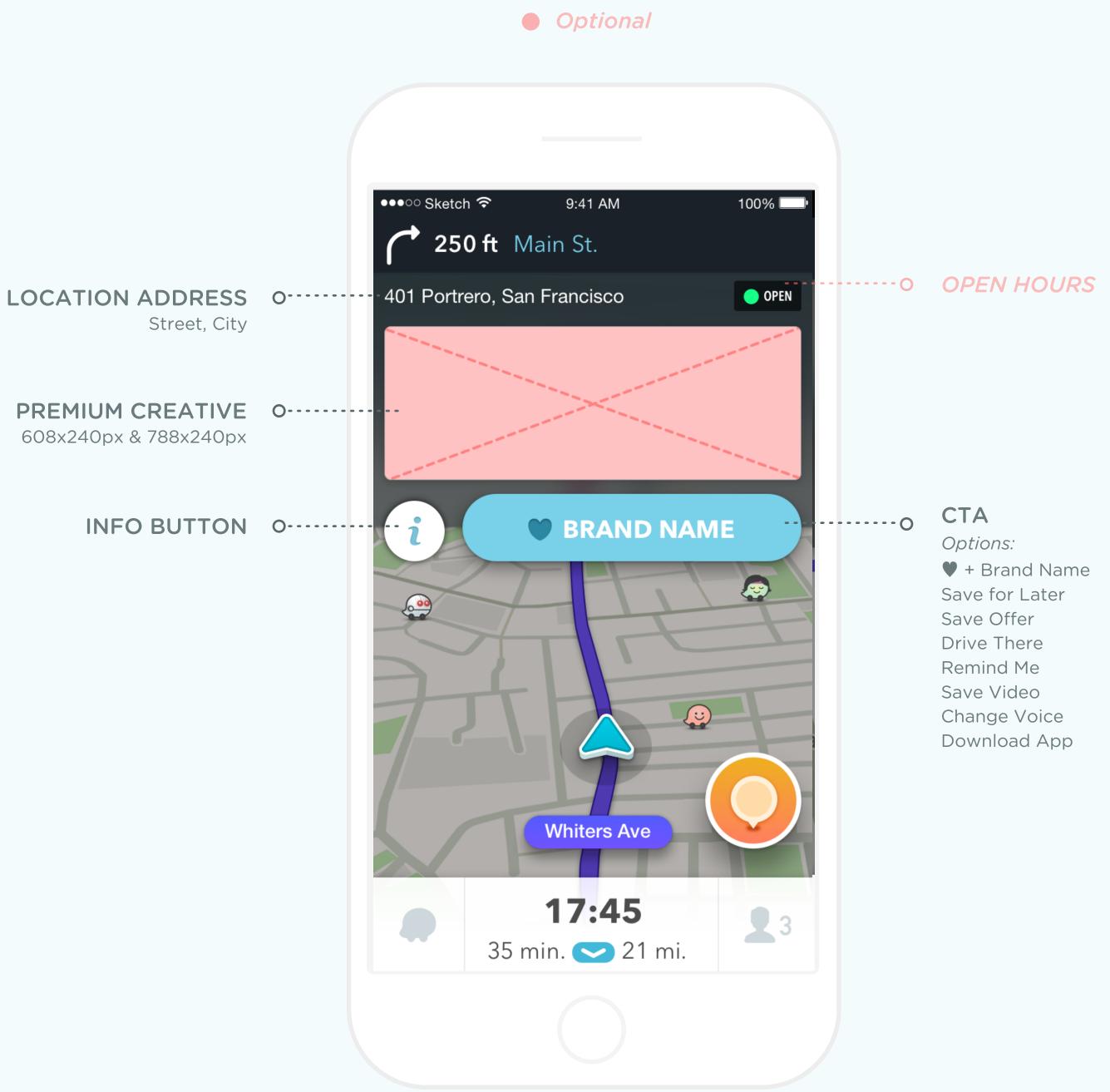
Tapping the pin or arrow reveals your creative along with more info about your location and several action buttons.





Zero-Speed Takeover

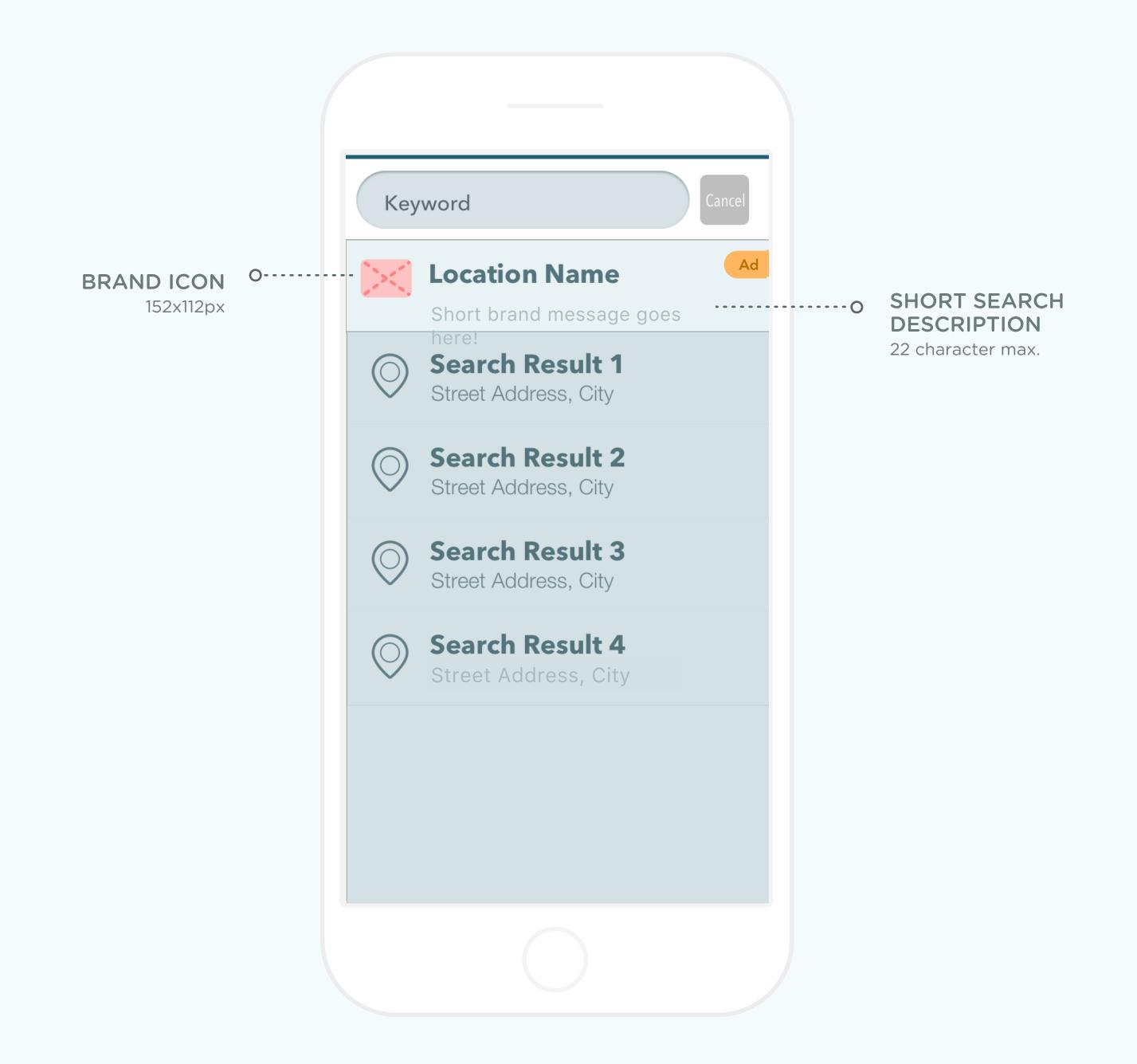






Promoted Search

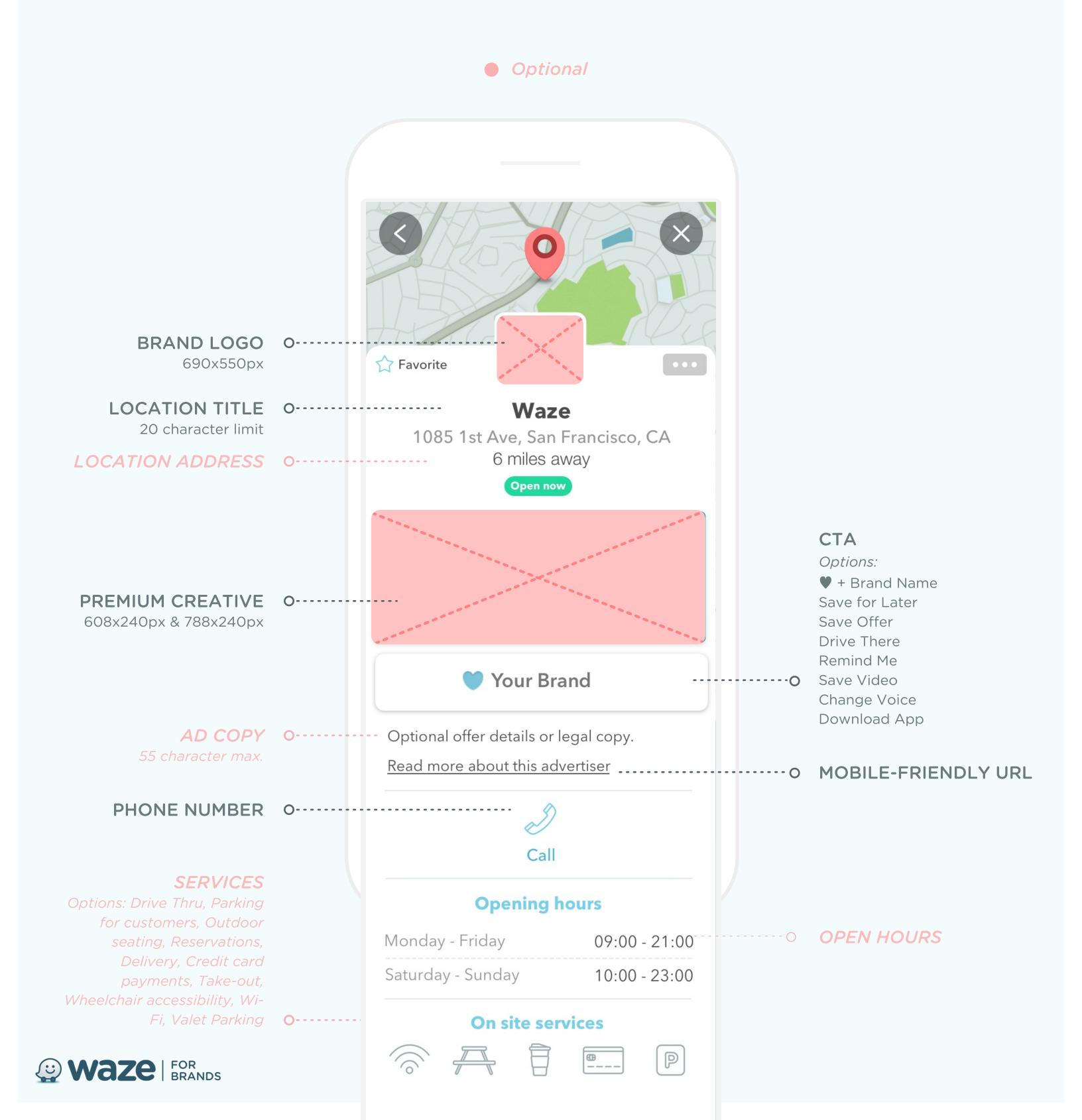
Your locations are eligible to show at the top of search results when users search for relevant terms.





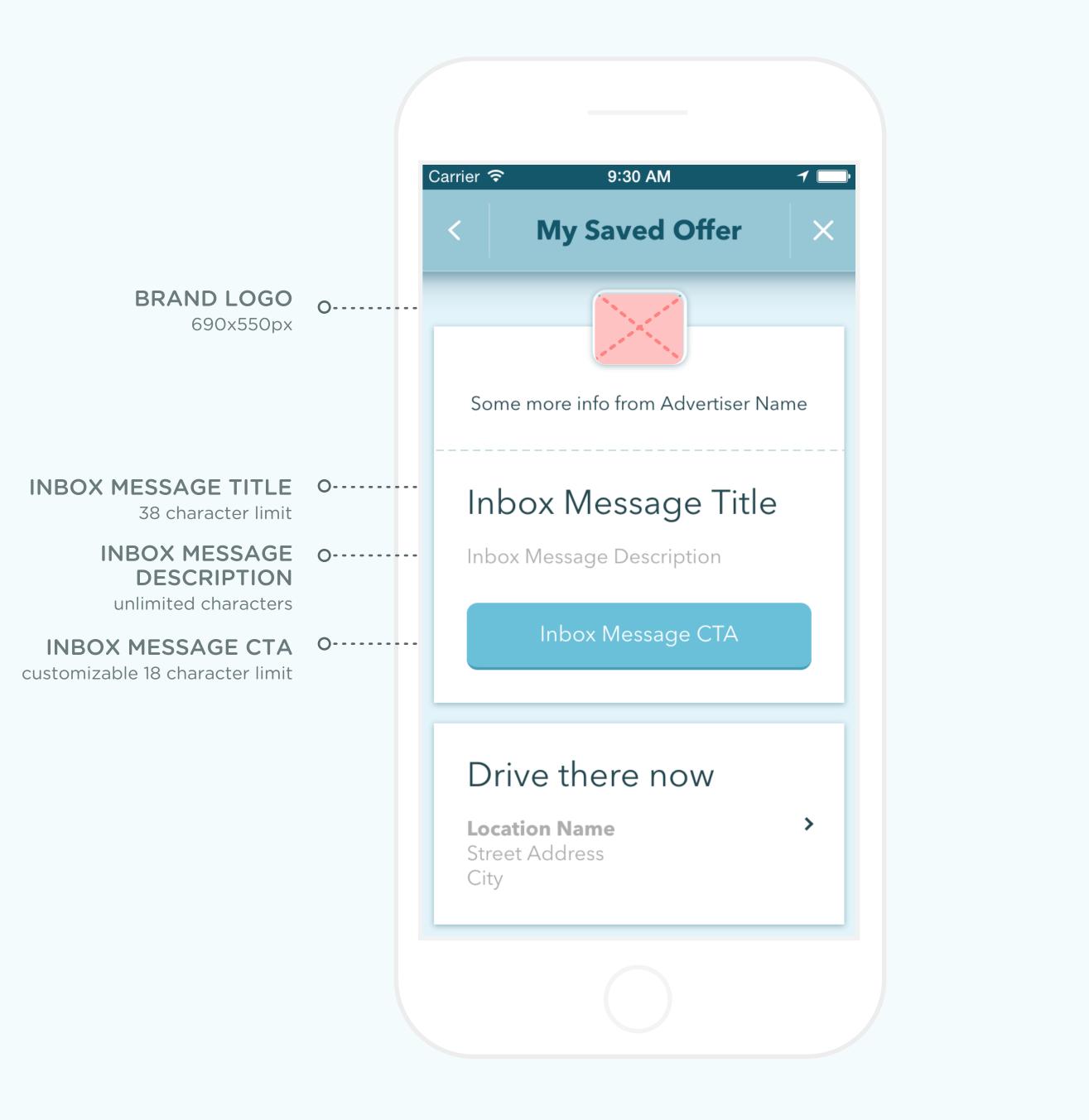
Location Preview Screen

When users tap the info button or select a search result, they are directed to this screen with more info.



Inbox Message

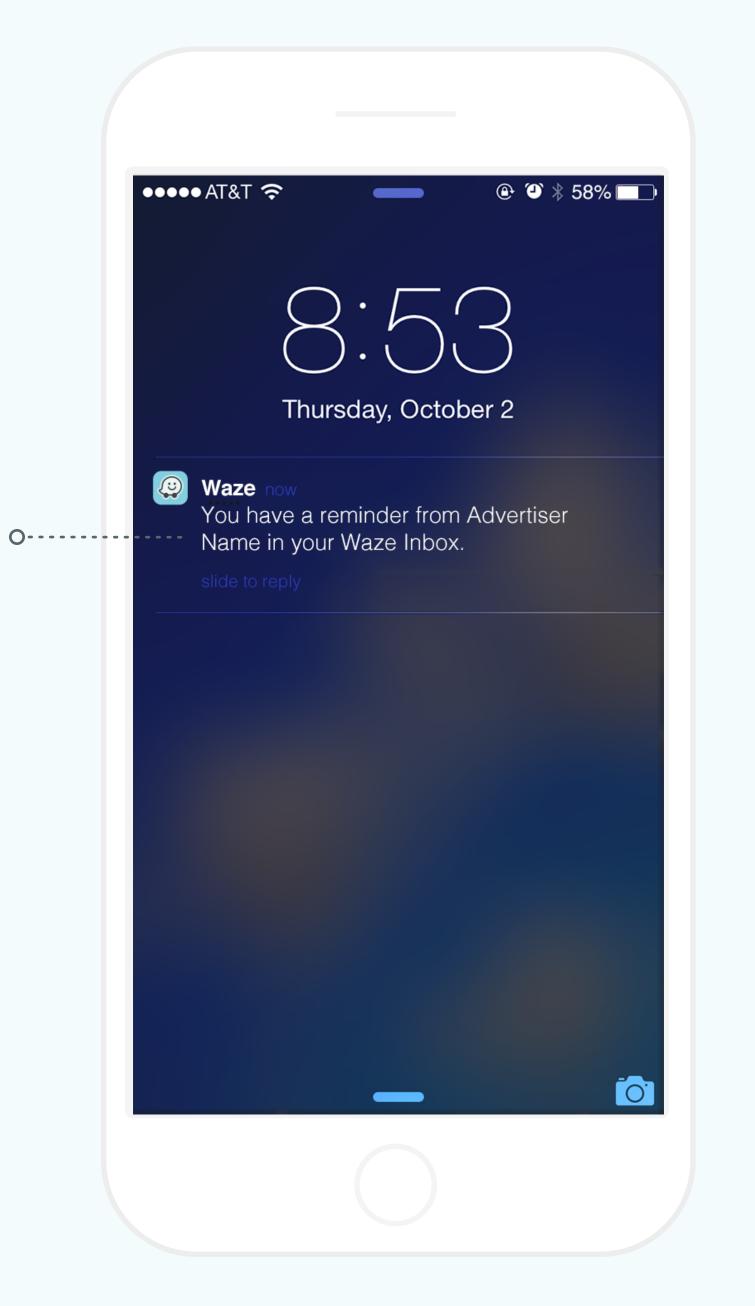
Users can actively save your information to their Waze inbox and return to it at a later time. The inbox message is sent immediately after a Wazer clicks on a non-Drive There CTA.





Push Notification

Push Notifications can be delivered to users who have clicked on any non-Drive There CTA. Push Notifications are delivered with a corresponding Reminder Inbox Message, providing you with another opportunity to engage with users. Advertisers can choose whether to deliver a push notification based on: a set date/time, elapsed time from a user engagement, a specified amount of time leading up to offer expiration, or when a user is within close proximity to a campaign location.



REMINDER PUSH NOTIFICATION

Delivery options: Elapsed Time, Place Proximity, Set

Time, Coupon Reminder



Asset Checklist

Use the key below to determine which assets are needed for your Waze campaign.



+ Brand Name, Save for
 Later, Save Offer, Remind Me,
 Save Video, Change Voice,
 Download App

• Optional

CREATIVE

BRAND ICON
 152x112px

- BRAND LOGO
 690x550px
- PREMIUM CREATIVE
 608x240px
- • PREMIUM CREATIVE [WIDE]

TEXT [CONTINUED]

AD COPY / OFFER DETAILS
 Unlimited characters
 100-200 character recommended

- **PHONE NUMBER** List of phone numbers by business location
- SERVICES

Options: Drive Thru, Parking for customers, Outdoor seating, Reservations, Delivery, Credit card payments, Take-out, Wheelchair accessibility, Wi-Fi, Valet Parking

788x240px

TEXT

LOCATION TITLE
 20 character max.

CTA
 Options:
 + Brand Name
 Save for Later
 Save Offer
 Drive There
 Remind Me
 Save Video
 Change Voice
 Download App

MOBILE-FRIENDLY URL

Redirects users from Preview screen or Inbox Message to your landing page

- **SHORT SEARCH DESCRIPTION** 22 character max.
- INBOX MESSAGE TITLE 38 character max.

• INBOX MESSAGE CTA 18 charcters max.

INBOX MESSAGE DESCRIPTION

Unlimited characters Fewer than 75 characters recommended

If using a **Push Notification**, please include a Reminder Inbox Message Title/CTA/Description

